

Amendments To Claims:

This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

1. (currently amended) A computer-implemented method for managing digital content for a company website on a global basis, ~~comprising~~ including the steps of:

receiving, at a content management application, a request to create updated content ~~on~~ for a content page within said company website;

creating said updated content according to said request;

storing said updated content in a database globally accessible by a reviewer, wherein said updated content is decoupled from said content page;

creating an updated content page, wherein said updated content page comprises component content mapping data which includes instructions for mapping to said updated content relating to said request;

~~defining relationships between said component mapping data on said updated content page and said updated content;~~

~~generating a markup language file incorporating said relationships; and~~

~~storing said markup language file a markup language file comprising said updated content page in a said database; and, data base globally accessible by a plurality of authorized reviewers before posting said markup language file on said company website.~~

~~publishing said markup language file to said company website upon receiving approval of said updated content from said reviewer.~~

2. (previously presented) The method of claim 1, wherein said markup language file is in the eXtensible Markup Language (XML) format.
3. (previously presented) The method of claim 1, further including the steps of:
retrieving said markup language file from said database; and
translating said markup language file from a first markup language format to a second markup language format for presentation on said company website.
4. (previously presented) The method of claim 1, wherein storing said markup language file includes storing said markup language file in an extensible database that is platform and software independent.
5. (previously presented) The method of claim 1, further including the steps of:
retrieving said markup language file from said database; and
translating said markup language file from a first markup language format to an HTML format for presentation on said company website.
6. (previously presented) The method of claim 1, wherein storing said markup language file includes storing said markup language file, wherein said markup language file is an XML file, in an extensible database that is platform and software independent.

Claims 7-13 (cancelled).

14. (currently amended) A computer-readable storage medium containing a set of instructions for a general-purpose computer comprising:

receiving a request to create updated content ~~on~~ for a content page within said company website;

creating said updated content according to said request;

storing said updated content in a database globally accessible by a reviewer, wherein said updated content is decoupled from said content page;

creating an updated content page, wherein said updated content page comprises component content mapping data which includes instructions for mapping to said updated content relating to said request;

defining relationships between said component mapping data on said updated content page and said updated content;

generating a markup language file incorporating said relationships; and

storing said markup language file updated content page as a markup language file in a said database; and, data base globally accessible by a plurality of authorized reviewers before posting said markup language file on said company website.

publishing said markup language file to said company website upon receiving approval of said updated content from said reviewer.